

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 944734 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> 11650
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 43	KOAT	10/27/12	10/27/12	Action 7 News @ 5p Sat	5-530p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOAT	10/22/12-10/28/12	Action 7 News @ 5p Sat	5-530p	-----Sa--	:30		\$200.00	NM		
Credited												
N 44	KOAT	10/27/12	10/27/12	Action 7 News @ 530p Sat	530-6p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOAT	10/22/12-10/28/12	Action 7 News @ 530p Sat	530-6p	-----Sa--	:30		\$250.00	NM		
Credited												
E 49	KOAT	10/26/12	10/26/12	PRIMETIME	8-9p		:30			NM	1	\$1,185.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,185.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KOAT	10/22/12-10/28/12	PRIMETIME	8-9p	-----F----	:30		\$1,185.00	NM		
See MG 49.2												
	2	KOAT	10/26/12-10/26/12	All Access Nashville	8-9p	-----F----	:30		\$1,185.00	NM		
Ⓜ MG for 49.1 10/26												
Totals											113	\$52,070.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	113	\$52,070.00	\$44,259.50	\$3,098.17	\$47,357.67
Totals	113	\$52,070.00	\$44,259.50	\$3,098.17	\$47,357.67

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u> 944734 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> Candidate	<u>Estimate #</u> 11650
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

Signature: _____ Date: _____

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<u>Contract / Revision</u> 968210 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 12954
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 47	KOAT	10/29/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$400.00			
		Week: 11/05/12	11/11/12	M-----				1	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KOAT	11/05/12-11/11/12	Action 7 News @ 1030p	1030-1105p	M-----	:30		\$400.00	NM		
	Credited											
N 52	KOAT	10/31/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				1	\$650.00			
N 53	KOAT	11/04/12	11/04/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$800.00			
N 54	KOAT	11/04/12	11/04/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$150.00			
N 55	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$150.00			
N 56	KOAT	10/31/12	11/02/12	Kimmel	1135p-1235a		:30			NM	2	\$130.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				2	\$65.00			
Totals											22	\$8,880.00

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<u>Contract / Revision</u> 968210 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/06/12	<u>Product</u> Candidate	<u>Estimate #</u> 12954
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	22	\$8,880.00	\$7,548.00	\$528.36	\$8,076.36
Totals	22	\$8,880.00	\$7,548.00	\$528.36	\$8,076.36

Signature: _____ Date: _____

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<u>Contract / Revision</u> 967606 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 12905
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	KOAT	10/22/12-10/28/12	Action 7 News @ 6p	6-630p	-----F----	:30		\$525.00	NM		
Credited												
N 37	KOAT	10/26/12	10/26/12	Entertainment Tonight 630-7p	630-7p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	6	KOAT	10/22/12-10/28/12	Entertainment Tonight 630-7p	630-7p	-----F----	:30		\$500.00	NM		
Credited												
Totals											11	\$7,475.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	0	\$0.00	\$0.00	\$0.00	\$0.00
10/29/12 - 11/05/12	11	\$7,475.00	\$6,353.75	\$444.76	\$6,798.51
Totals	11	\$7,475.00	\$6,353.75	\$444.76	\$6,798.51

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